

(insert local agency name)
FY 2016 Nutrition and Breastfeeding Goal and Objectives

Objectives	Method/Strategies	Evaluation	Quarterly Progress
Goal: Clients are provided with accurate, client-centered nutrition and breastfeeding services that meet their needs, promote behavior change and comply with the USDA Nutrition Services Standards.			
Assessment: The USDA Nutrition Services Standards (NSS) Self-Assessment was completed. The results revealed that improvement was needed in the following areas: developing a plan in conjunction with the client based on a completed assessment, follow-up of previous goals and referrals, and goal setting.			
1. a. <u>25%</u> of staff will achieve competency and <u>50%</u> of staff will approach competency in the use of participant centered services (PCS) skills and tools to set clear and appropriate goals. b. <u>25%</u> of staff will achieve competency and <u>50%</u> of staff will approach competency in the follow-up of previous goals.	a. Staff will participate in ITCA sponsored training. b. The PCS lead will facilitate monthly in-services using materials provided by ITCA. c. Staff will use each PCS tool for _____ (two weeks, a month, etc.) d. The flow sheet of steps in providing nutrition education will used by all staff. e. Staff will participate in a PCS webinar.	a. The <u>WIC Director or RD (or ITCA RD)</u> will complete a checklist for competency in the use of PCS skills and tools and follow-up of previous goals mid-year and at the end of the year.	1 st Quarter Progress: 2 nd Quarter Progress: 3 rd Quarter Progress: 4 th Quarter Progress:
Assessment: Breastfeeding initiation rates were _____% in FY 2015, <u>well below</u> the Healthy People 2020 goal of 81.9%.			
2. Breastfeeding initiation rates will increase by <u>_%</u> from FY 2015 to FY 2016.	a. Prenatal breastfeeding classes will be provided monthly. b. Prenatal clients will be scheduled in a breastfeeding prenatal class. c. Culturally appropriate breastfeeding postcards will be utilized to invite prenatal clients to the breastfeeding classes. d. Prenatal women will be provided the two mandatory breastfeeding education topics during their certification and breastfeeding will be discussed at each additional contact as applicable. e. ITCA developed culturally appropriate breastfeeding posters will be displayed in offices and waiting areas. For agencies participating in the pilot breastfeeding	a. Compare FY 2015 breastfeeding initiation rates to FY 2016 rates. b. Track attendance at breastfeeding classes	1 st Quarter Progress: 2 nd Quarter Progress: 3 rd Quarter Progress: 4 th Quarter Progress:

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	mentoring program only: f. Fully participate in monthly ITCA IBCLC visits. g. Collaborate with the ITCA IBCLC in scheduling and facilitating prenatal breastfeeding classes.		
Assessment: The largest drop in breastfeeding occurs during the baby's first month of life. Breastfeeding incidence at birth in FY 2015 was approximately ___% but dropped to ___% by the end of the first month.			
3. Percentage of women who are breastfeeding at one month after delivery will increase by ___% from FY 2015 to FY 2016.	a. With support of the Registered Dietitian (RD), the Breastfeeding Lead will provide mentoring and coaching to the local staff to ensure that strategies learned in trainings are implemented. b. All women who come to WIC in the first month of life that are breastfeeding will be certified as breastfeeding. c. All staff will participate in a Fathers Can Support Breastfeeding Webinar. d. Materials provided by ITCA that focus on dads and breastfeeding will be utilized. e. All available breastfeeding resources in the community and 24 hour hotlines will be included on the WIC resource list.	a. Compare the percentage of women breastfeeding at one month after delivery in FY 2015 to the rate in FY 2016.	1st Quarter Progress: 2nd Quarter Progress: 3rd Quarter Progress: 4th Quarter Progress:
Assessment: Breastfeeding duration rates for 6 months and 12 months were ___% and ___%, respectively in FY 2015 and the Healthy People 2020 goals are 60.6% and 34.1 percent.			
4. Breastfeeding duration rates for 6 months and 12 months will increase by ___% from FY 2015 to FY 2016.	a. A Breastfeeding Talking Circle will be held every ____. b. The breastfeeding lead will facilitate monthly breastfeeding related topic in-services at monthly staff meeting.	a. Compare the percentage of women breastfeeding at 6 and 12 months after delivery in FY 2015 to the rates in FY 2016.	1 st Quarter Progress: 2 nd Quarter Progress: 3 rd Quarter Progress: 4 th Quarter Progress: